

# BUSINESS & COMMERCE

*The Comprehensive Plan envisions a healthy expansion in the region's economic foundation during the planning period. This chapter lays out the Plan's strategy for securing the development of additional commercial and industrial activities.*



## OVERALL GUIDING PRINCIPLES

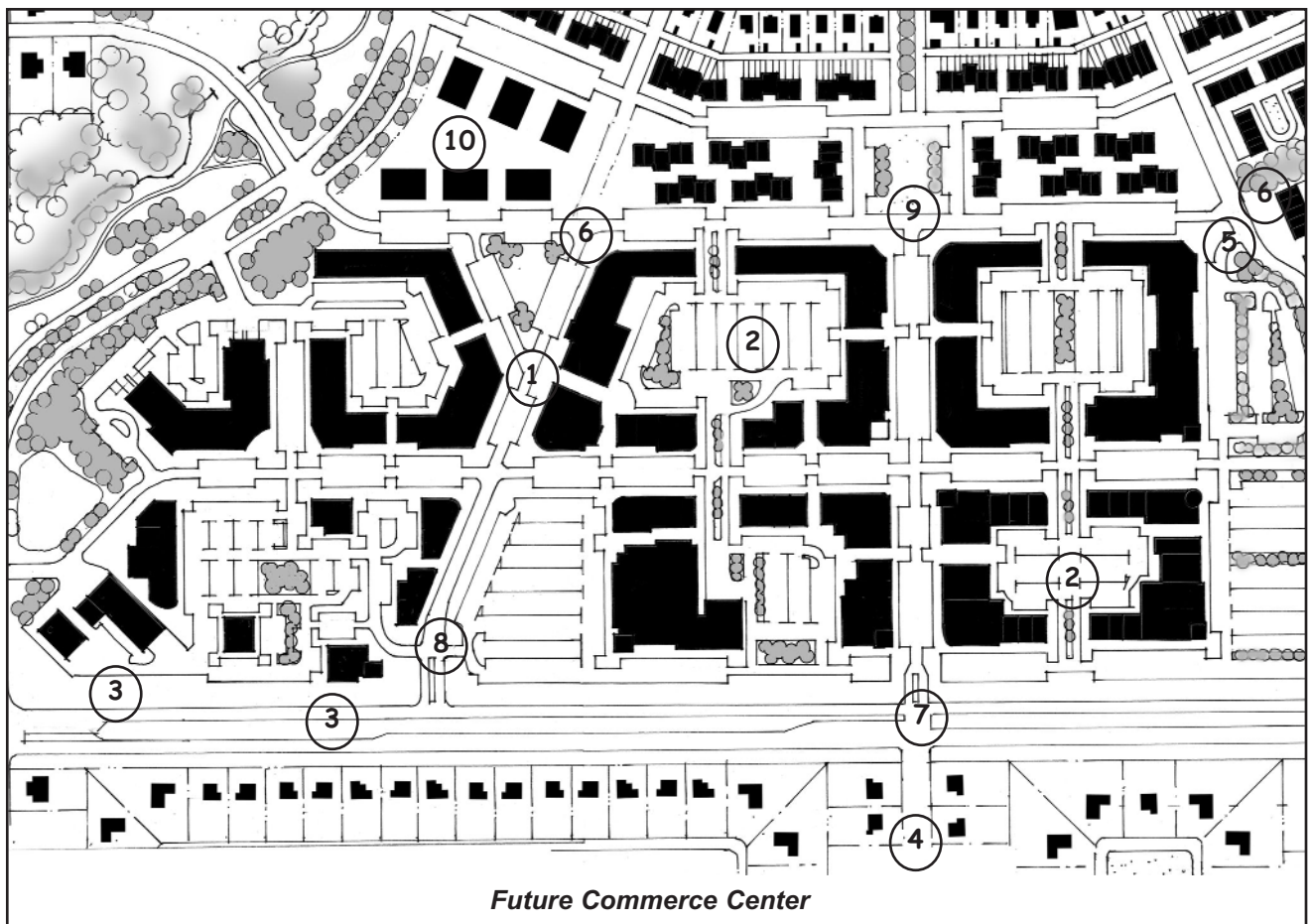
- ✧ Commercial and industrial districts in Lancaster County shall be located:
  - ◆ within the City of Lincoln or incorporated villages
  - ◆ outside of saline wetlands, signature habitat areas, native prairie and floodplain areas (except for areas of existing commercial and industrial zoning)
  - ◆ where urban services and infrastructure are available or planned for in the near term
  - ◆ in sites supported by adequate road capacity – commercial development should be linked to the implementation of the transportation plan
  - ◆ in areas compatible with existing or planned residential uses
  - ◆ in areas accessible by various modes of transportation (i.e. automobile, transit and pedestrian)
  - ◆ so that they enhance entryways or public way corridors, when developing adjacent to these corridors
  - ◆ in a manner that supports the creation and maintenance of green space as indicated in the environmental resources section of this Plan.
- ✧ For newly developing areas, transitional uses (such as offices or commercial uses) should develop between industrial and residential uses. In redeveloping areas, lesser setbacks may be acceptable due to the existing conditions, as long as industrial zoning does not get closer to existing residences.
- ✧ Commerce Centers should develop as compact clusters or hubs with appropriate site design features to accommodate shared parking, ease of pedestrian movement, minimize impacts on adjacent areas, and possess a unique character.



- ✧ Strip commercial development is discouraged. Commerce Centers should not be developed in a linear strip along a roadway nor be completely auto oriented.
- ✧ New or established commercial uses should not encroach upon, or expand into, existing neighborhoods.
- ✧ The City should preserve and enhance Downtown's role as:
  - ◆ the major office and service employment center of the City
  - ◆ the focus of all levels of government
  - ◆ the City's principal cultural, entertainment, and tourism center
  - ◆ the hotel and convention center for the City
  - ◆ the City's financial center
  - ◆ the hub of higher education
  - ◆ a regional retail center geared toward employees, area residents, convention visitors and University population
- ✧ Encourage renovation and reuse of existing commercial centers. Infill commercial development should be compatible with the character of the area and pedestrian oriented. As additional centers are built, the City and developers should be proactive in redevelopment of existing centers to make sure that redevelopment is sensitive to the surrounding neighborhood and happens quickly to reduce vacancies.
- ✧ The City's government center must remain Downtown. All efforts should be made to locate local, state, and federal offices Downtown when expansions and relocations are considered, or new facilities are located.

The adjacent image of the "Future Commerce Center" displays how these principles might work together in future commercial centers:

1. Mix of office, retail and service uses
2. Pedestrian orientation, parking at rear, multiple pedestrian routes, buildings and uses close to each
3. More intense commercial uses (gas stations, grocery store, car wash, fast food, etc.) nearer to arterial street
4. No four corner commercial corners at intersections of major arterial streets
5. Transition of uses; less intense office uses near residential areas
6. Multiple vehicular connections between residential neighborhood and commercial center
7. Encourage commercial development at ½ mile between major intersections
8. Provide for transit opportunities in the center design
9. Provide public amenities such as recreational facilities, plazas, squares and other types of facilities or meeting areas open to public
10. Provide for housing opportunities



## STRATEGIES FOR DOWNTOWN

Lincoln's successful Theater Policy must be maintained and reinforced. New entertainment attractions should be encouraged to locate in the Downtown.

Support development and implementation of the Antelope Valley project which is to provide neighborhood revitalization, transportation and transit opportunities and stormwater improvements on the east side of Downtown, the UNL campus and surrounding neighborhoods. As the Antelope Valley project progresses, ensure that new development is compatible with the existing Downtown and is pedestrian oriented. Development in the existing and expanded Downtown will maintain the urban environment, including a mix of land uses and residential types. Higher density development with parking areas at the rear of buildings or on upper floors of multi-use parking structures is encouraged.

## STRATEGIES FOR LANCASTER COUNTY, OUTSIDE OF LINCOLN

The majority of new development takes place within the City of Lincoln. However, it is important to strengthen existing commercial and support new development within the incorporated communities of Lancaster County. Commercial development in towns also provides space for businesses that support farm operators within the county.

Farm operations are an important part of the history and economy of the region. While agriculture is no longer the primary occupation nor major source of income in the County, agricultural production is still important to the community. It provides opportunities for produce to be sold at the local level and for large scale operations with sales world wide. Farm operators, while operating year round, often support their families with accessory home occupations. Development within the incorporated towns and their one mile zoning jurisdiction will be determined by the communities

themselves. However, the Lincoln/ Lancaster County Comprehensive Plan supports these communities and their efforts at maintaining and improving their commercial and industrial base.

All new commercial and industrial development should be within Lincoln or the incorporated communities.

Continue County's support for road improvements that accommodate commercial and other development within the towns.

Continue to encourage and permit accessory home businesses and explore options to assist in the expansion of legal and compatible home occupations. As home occupations may desire to grow further, they should locate within the commercial areas of incorporated towns.

## **C**OMMERCIAL AND INDUSTRIAL GROWTH STRATEGY

The commercial and industrial development strategy presented below seeks to fulfill two notable objectives: (1) the approach is designed to provide flexibility to the marketplace in siting future commercial and industrial locations; while at the same time (2) offering neighborhoods, present and future home owners, other businesses, and infrastructure providers a level of predictability as to where such employment concentrations might be located. Balancing these two objectives in a meaningful way will require diligence, mutual understanding, and an ongoing planning dialogue.

### **I**NDUSTRIAL GROWTH COMPONENT

Industrial employment is judged as an employment sector with clear growth potential for the city and county. Using the employment projections discussed earlier, the Plan foresees the demand for nearly 1,700 acres of additional industrial property over the planning period. The expressed desire has been to seek locations for future industries on land outside of the 100 year floodplain – areas that have traditionally been sites for such uses.

#### **MODERATE TO HEAVY INDUSTRIAL (HI)**

##### ***Size***

Moderate to Heavy Industrial areas should be over 80 acres in size, with planned industrial centers of over 200 acres preferred.

##### ***Description***

Moderate to Heavy Industrial areas are primarily for manufacturing, processing and assembly uses such as Goodyear, ADM, and Kawasaki. In the past, large industrial users were often located in isolation from each other; preferably industries should locate together in planned industrial centers. Many industrial centers also include some warehouse, storage and contractor yard uses with a minor amount of supporting commercial use — but they should be and usually are over 75% industrial use.

##### ***Spacing***

Moderate to Heavy Industrial uses are encouraged to locate near each other in planned industrial centers. Planned industrial centers should generally be distributed throughout the community.

##### ***Criteria***

Centers shall be sited in advance in the land use plan in order to ensure the public safety and adequate infrastructure. The Lincoln/ Lancaster County Health Department should be involved in all siting of new industrial centers to ensure the public's health and safety.



New industrial centers should be distant from existing or planned residential areas. Industrial uses should be located in close proximity to each other.

### ***Proposed Locations***

In addition to existing Moderate to Heavy Industrial centers, the following areas are proposed for development:

- ♦ N. W. 56th & West O/ Interstate 80
- ♦ N. 70th & Cornhusker

Each planned industrial district should be established only after further consideration of site characteristics, buffering and appropriate zoning.

## **LIGHT INDUSTRIAL (LI)**

### ***Size***

Light Industrial areas should be a minimum of 50 acres in size, with larger planned centers preferred.

### ***Description***

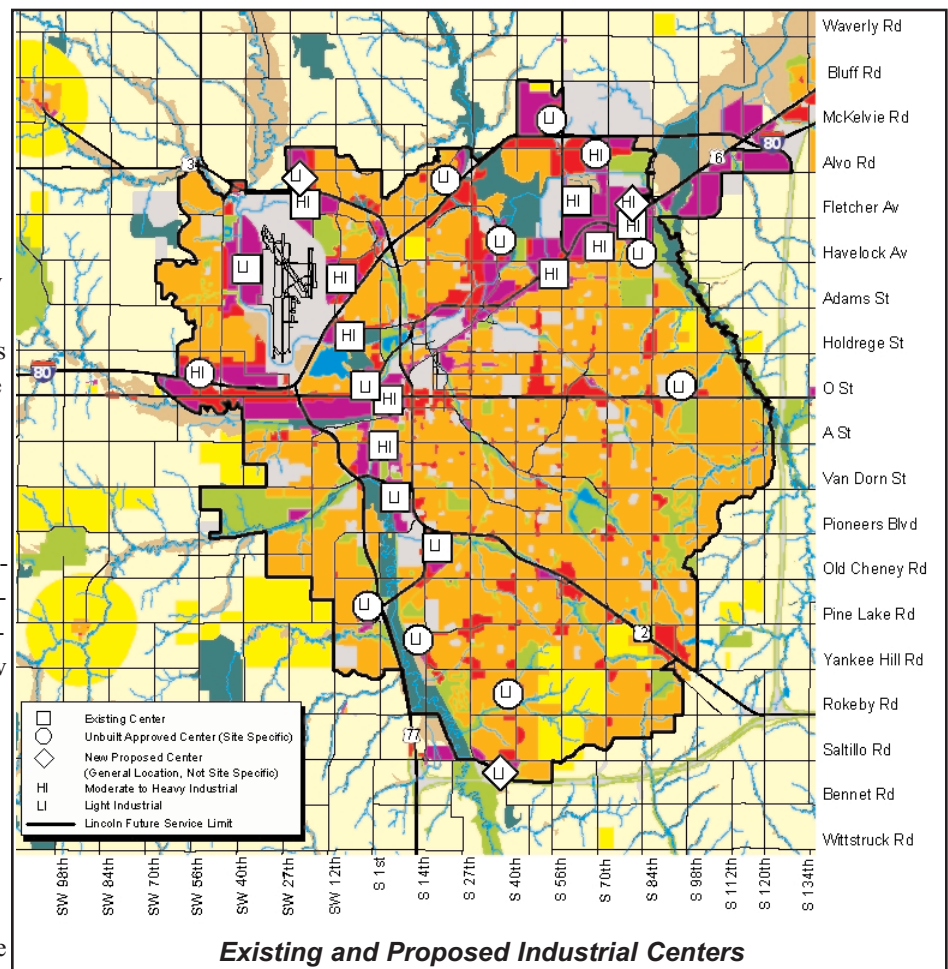
Light Industrial centers are primarily for lighter manufacturing uses with some additional office and retail uses located within the center, such as the Chamber Industrial Tract at S. 14th & Old Cheney Road.

### ***Spacing***

Light Industrial areas should generally be distributed throughout the community. Particularly, new light industrial centers should be located in new growth areas of the city.

### ***Criteria***

Centers shall be sited in advance in the land use plan in order to ensure the public safety and adequate infrastructure. The Lincoln/ Lancaster County Health Department should be involved in all siting of new industrial centers to ensure the public's health and safety.



Due to lesser potential impacts, the centers can be located closer to residential, though residential uses should be buffered through landscaping, large setbacks and transitional uses, such as office or open space.

## **DEVELOPING CENTERS**

Centers are underway at Stonebridge Creek at N. 27th & I-80, Horizon Business Center at S. 14th & Pine Lake Road, and Landmark Employment Center at N. 33rd & Folkways Blvd.

## *Proposed Locations*

New centers are proposed at:

- ♦ Homestead Expressway & West Denton Road
- ♦ S. 27th to S. 40th Street & Saltillo Road
- ♦ O Street, west of N. 98th Street
- ♦ N.W. 27th & Highway 34
- ♦ N. 56th Street (US Highway 77) and Interstate 80
- ♦ Cornhusker Corridor from N. 84th to I-80

## **STRATEGIES FOR INDUSTRIAL CENTERS**

The “Economy” chapter of the Plan provides guidance on the location needs of various businesses. In addition to principles relating to the needs of businesses, there are considerations for industrial uses in regards to the potential impact on adjacent property. In 2005 a Joint Committee of the Board of Health and Planning Commission began to meet regularly to discuss issues of common interest, including industrial uses which use and store hazardous materials. The Joint Committee developed specific recommendations in regards to the “Use and Storage of Hazardous Materials” and “Pipelines Carrying Hazardous Materials.”

## **PUBLIC HEALTH & INDUSTRIAL USE PRINCIPLES**

Industrial zoning districts should be primarily for industrial uses.

**Risk Reduction:** In areas where industrial and residential uses are already close, efforts should focus on changes in quantity and type of hazardous materials used and on increasing the distance between where hazardous materials are stored and residential districts.

**Notification:** Persons living in close proximity to businesses with hazardous materials should be notified of the hazards.

**Emergency Planning:** Businesses and government agencies should continue to work together on developing and updating Emergency Management Plans for dealing with accidents and emergencies.

**Joint Planning:** Continue joint planning and health efforts between the Board of Health and Planning Commission. The specific objectives and recommendations developed jointly by them should be further reviewed and implemented.

## **C**OMMERCIAL GROWTH COMPONENT

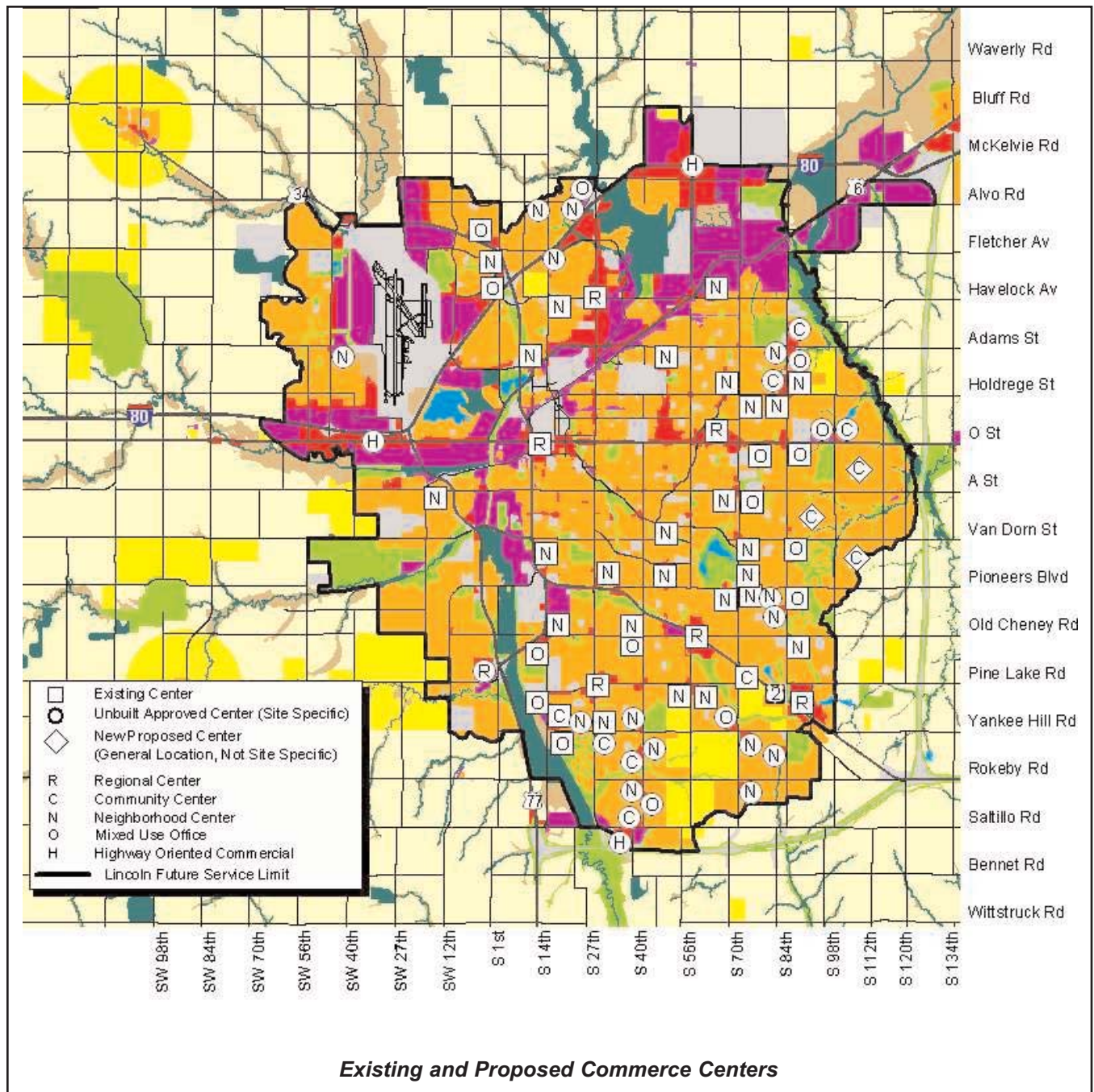
Based on the projected sector-by-sector employment growth rates, the Plan identifies the potential for 68.8 million square feet of retail, office, and service uses by 2030. In general this is split between three major activity categories: retail, office and service uses.

A substantial portion of this future commercial capacity will be accommodated on sites identified in past Comprehensive Plans that are not yet developed. The identification of new sites is also necessary for the urban fringe growth areas not included in previous Plans. A strategy for ensuring this additional commercial development – both private and public – is discussed in further detail later in this chapter.

# COMMERCE CENTERS

“Commerce Centers” are defined as areas containing a mix of retail, office, services and residential uses, with some light manufacturing and warehousing in selected circumstances.

Commerce Centers can include shopping centers or districts (such as neighborhood centers, large scale retail malls, strip centers, and traditional store-front retail settings), office parks, business parks, stand-alone corporate office campuses, research and technology parks, and Downtown Lincoln. The term “commerce center” is meant to be inclusive, not prescriptive. Commerce Centers are distinguished from Industrial Centers in their dominance of commercial uses over industrial uses, and in the types of light industrial uses located in them — that is, the uses are less intrusive in terms of lighting, noise, odors, truck and vehicular traffic, and pollutants.





The Commerce Centers concept gives recognition to the evolving role of commercial and industrial uses in the life of cities. Commerce Centers encompass a broad range of land uses and are intended to encourage the mixing and integration of compatible land use types.

While the Commerce Center concept as applied within this Comprehensive Plan is intended to provide both land use guidance and predictability, it is also designed to allow private sector forces to locate and develop centers that are responsive to changing market demands.

For the purpose of the Comprehensive Plan, Commerce Centers have been divided into separate categories, depending on the type of center. The differences reflect the differing impacts that the centers have on adjacent land uses and the public infrastructure. The categories of Commerce Centers are:

1. Regional Centers (R)
2. Community Centers (C)
3. Neighborhood Centers (N)
4. Mixed Use Office Centers (O)
5. Highway Oriented Commercial (H)

The following section describes the general characteristics of each center, the locational criteria to be used in siting such centers, potential future locations, and compatibility guidelines for determining their applicability to a given location. Smaller commercial areas less than 5 acres in size need not be identified specifically in the Plan, but should still develop in accordance with the principles of the Plan.

## **REGIONAL CENTERS (R)**

### ***Center Size***

Regional Centers typically contain one million or more square feet of developed building space.

### ***Description***

Regional Centers typically include a unique blend of commercial and other compatible land uses. Within this type of center, one may find retail shopping, restaurants, entertainment complexes, cultural and artistic institutions, offices, personal and business service facilities, and public institutions and governmental functions. The scale of such centers can offer a sense of place with a unique character or cohesive theme.

Many Regional Centers are large scale retailing centers that include a mall with several department store anchors and numerous small shops, as well as adjacent commercial development with stand-alone restaurants and stores, such as Westfield Shoppingtown Gateway or SouthPointe Pavilions.

Among existing Regional Centers, Downtown Lincoln stands as a unique community resource. Downtown is the county's most intensive center of activity, offering a broad mix of retail, office, industrial, residential, and governmental uses. It is home to numerous public facilities — including the Nebraska State Capitol, the University of Nebraska-Lincoln's main campus, and County-City Building — as well as private endeavors— including financing, insurance, and other business services. Downtown Lincoln has historically served as the community's dominant center of entertainment. A key element to this role has been the long standing and successful "theater policy." This policy has allowed Downtown to retain an appreciable share of the area's movie theaters. It is intended that this policy would continue as part of the present Plan.

Other examples of existing or developing Regional Centers include the Edgewood/ Trade Center in the vicinity of 56th & Highway 2, N. 27th and Superior Street Subarea, Southwest Village at West Denton Road & Highway 77 and S. 84th Street and Highway 2.



### ***Market Area***

The market area of Regional Centers may cover the entire planning area and even counties within several hours drive of the center.

### ***Center Spacing***

Regional Centers should be located approximately four to six miles apart, depending upon their size, scale, function and area population.

### ***Location Criteria***

The location of existing Regional Centers are shown in the Comprehensive Plan. Several of these centers are still under development. There are sufficient Regional Centers at this time for the community. Additional new Regional Center(s) are not designated at this time in the Plan.

Regional Centers should be geographically well dispersed throughout the Lincoln urban area based on the Center Spacing guidelines noted above. The community will not require market studies to determine the economic impact of new centers on existing development. However, new Regional and Community Centers will be sited in the Comprehensive Plan, so that the potential impact on existing centers may be considered as part of the siting process. (Market impact studies will still be required for movie theaters).

### ***Developing Centers***

Centers are planned or underway at:

- ♦ S. 84th and Highway 2
- ♦ N. 27th Street Corridor
- ♦ Southwest Village, West Denton Road & Highway 77

### ***Proposed Locations***

Since several Regional Centers are still under development and will take years to develop due to their size and scope, it is anticipated that they will serve the community's demand for Regional Centers well into the planning period.

## **COMMUNITY CENTERS (C)**

### ***Center Size***

Community Centers may vary in size from approximately 250,000 to 600,000 square feet of commercial space. Typically, new Community Centers will range from 300,000 to 400,000 square feet, with those meeting the incentive criteria having up to 600,000 square feet.

### ***Description***

Community Centers are intended to be smaller in scale and intensity of uses than Regional Centers and serve a more targeted market and geographic area. Community Centers tend to be dominated by retail and service activities, although they can also serve as campuses for corporate office facilities and other mixed-use activities. When properly located, some light manufacturing or assembly when accessory to an office function may be allowed.

One or two department stores or "big box" retail operations may serve as anchors (a single store over 50,000 sq. ft.) to the Community Center with numerous smaller general merchandise stores located between any anchors or on surrounding site pads.

## ***Market Area***

Community Centers can have a community wide appeal but primarily serve a geographic subarea within Lincoln and surrounding areas within the County. Depending on the mix of stores and other shopping opportunities in the area, existing Community Centers can have a market area that is quite extensive, even rivaling some Regional Centers.

## ***Center Spacing***

Community Centers should be located approximately 1 to 1 ½ miles apart, depending upon their size, scale, function and area population. When located at intersections, they should also not be located across an arterial street from a Neighborhood Center or another Community Center.

## ***Location Criteria***

The general location of future Community Centers should be indicated in advance in the Comprehensive Plan. These locations are not intended to be site specific but rather to suggest a general area within which a Community Center might be developed. The Plan recognizes the strong need to further and support an evolving marketplace. Thus, the exact location of a Community Center should be designated in the Comprehensive Plan as part of the development review process.

The community will not require market studies to determine the economic impact on existing development. However, new Regional and Community Centers will be generally sited in the Comprehensive Plan so that the potential impact on existing centers may be considered as part of the siting process. Community Centers should be geographically well dispersed throughout the Lincoln urban area based upon the center spacing guidelines noted above.

## ***Developing Centers***

Centers are planned or underway at:

- ◆ Vavrina Meadows, S. 14th and Yankee Hill Road
- ◆ Wilderness Hills, S. 27th and Yankee Hill Road,
- ◆ Willowbrook, S. 70th and Highway 2
- ◆ Northern Lights, N. 84th & Holdrege, northwest corner
- ◆ S. 40th west side, ½ mile between Yankee Hill Road and Rokeby Road
- ◆ Waterford Estates, N. 98th and O Street, northeast corner

## ***Proposed Locations***

As urbanization occurs over the planning period, the demand for new, additional Community Centers will increase. Proposed generalized locations for the new Community Centers are as follows:

- ◆ S. 40th and Saltillo Road
- ◆ 98th - 112th, O to A Street
- ◆ 84th - 98th, A to Van Dorn Street
- ◆ 98th - 112th, Van Dorn Street to Pioneers Blvd.
- ◆ 84th and Adams, northeast corner

## ***Siting Process***

The locations of the Community Centers shown in the plan are generalized. It is anticipated that the center will develop somewhere within a ½ mile of the location shown in the Plan. As part of major development proposals that include proposed Community Centers, the exact location of the Community Center for that area should be determined and a Comprehensive Plan Amendment forwarded for consideration.

### ***Floor Area Incentive***

New Community Centers will typically range from 300,000 to 400,000 square feet, and should have a minimum of 10% of their total floor area in office use. However, centers that follow most, if not all, of the incentive criteria listed at the end of this section, may be appropriate to develop with up to 200,000 sq. ft. of additional space (as long as at least 20% of the total space in center is in office space) for a total of 600,000 square feet. A desirable example, for the total space in the center might be divided into a mix such as 120,000 SF in office space (minimum 20%), 360,000 SF of anchors (maximum 60%) and 120,000 SF in smaller stores.

## **NEIGHBORHOOD CENTERS (N)**

### ***Center Size***

Neighborhood Centers typically range in size from 50,000 to 150,000 square feet of commercial space, with those meeting the incentive criteria having up to 225,000 square feet. Existing centers may vary in size from 50,000 to 225,000 square feet.

### ***Description***

Neighborhood centers provide services and retail goods oriented to the neighborhood level, with significant pedestrian orientation and access. A typical center will have numerous smaller shops and offices and may include one or two anchor stores. In general, an anchor store should occupy about a third to half of the total space. In centers meeting the incentive criteria, anchor store(s) may be larger noting that the goals of a Neighborhood Centers are to be diverse and not simply one store. Examples include such as Lenox Village at S. 70th and Pioneers Boulevard, and Coddington Park Center at West A and Coddington. These smaller centers will not include manufacturing uses.

### ***Market Area***

These centers typically serve the neighborhood level. It is anticipated that there will be two neighborhood centers per one square mile of urban use. For areas of less than one square mile, the number of the centers will be reduced.

### ***Center Spacing***

Neighborhood Centers should be located approximately a ½ mile apart, depending upon their size, scale, function and the population of the surrounding area. When located at intersections, they should also not be located across an arterial street from a Community Center or another Neighborhood Center.

### ***Criteria***

Neighborhood Centers are not sited in advance on the land use plan.

Neighborhood Centers should generally not develop at corners of intersections of two arterial streets due to limited pedestrian accessibility and impact on the intersection – locations 1/4 to ½ mile from major intersections are encouraged, particularly if there is to be more than one commercial center within a square mile of urban residential use. There may be circumstances due to topography or other factors where centers at the intersection may be the only alternative.

When a square mile of urban use contains a Community or Regional Center, and that center includes many of the uses found in a neighborhood center, then only one neighborhood center would be approved within that square mile.

### ***Proposed Locations***

During the planning period many additional neighborhood centers will be needed. These centers are not identified on the land use plan and will instead be located as part of plans for future neighborhoods based on the commercial guidelines.

## ***Siting Process***

As part of development proposals that include a proposed Neighborhood Center, the exact location and land use composition of the Center should be determined. If the neighborhood center is in conformance with the Comprehensive Plan and is approved, the Planning Director may administratively update the Comprehensive Plan to reflect the specific location.

## ***Floor Area Incentive***

New Neighborhood Centers will typically range from 50,000 to 150,000 square feet of floor area per square mile of urban use, and there will be two neighborhood centers within a square mile of urban use. For centers meeting the incentive criteria a bonus then a 50% floor area bonus of up to 25,000 SF of retail space and 50,000 SF of office space could be added to the 150,000 SF total, for a center total of 225,000 square feet.

## **MIXED USE OFFICE CENTERS (O)**

### ***Center Size***

Centers will develop typically with 250,000 SF or more. Existing centers may be as small as 150,000 SF. New centers should have retail space to serve office tenants, which may also serve adjacent neighborhoods. In general, centers should have a tenth to a quarter of their space in retail uses.

### ***Description***

Mixed Use Office Centers are to provide a high quality office environment with some supportive retail and service uses. Centers are designed to encourage office uses to locate together, rather than dispersed on single sites, in order to maximize transportation access and have enough mass to support retail and services within the center. Office uses benefit from the mix and employees are more satisfied with the work environment when retail uses are within walking distance. A good example of a Mixed Use Office Center is Fallbrook which has within 560,000 SF of office uses around a 120,000 SF “neighborhood” type retail center – which is 18% of the total space. Existing office parks may have little or no retail space, but are encouraged to add retail and services space as they continue to develop or redevelop.

### ***Center Spacing***

Mixed Use Office Centers should be generally dispersed throughout the community. They may be across the street from a Neighborhood or Community Center. (Office uses across from a Regional Center, should be integrated into the Regional Center.) May include: 1) light industrial centers in I-3 Employment Center zoning which are developing with predominately office type uses; 2) up to 25% retail space and up to 150,000 square feet; and 3) single retail users less than 50,000 square feet.

### ***Location Criteria***

The general location of future Mixed Use Centers are indicated in advance in the Comprehensive Plan. New locations can be designated in the Comprehensive Plan as part of the development review process.

### ***Locations***

Centers are existing, underway or planned at:

- ♦ S. 84th & Pioneers Blvd., Pioneer Greens office park
- ♦ 74th & O Street, Corporate Centre
- ♦ S. 14th & Old Cheney, I. T. I.
- ♦ S. 27th & Yankee Hill Road, Wilderness Woods Office Park
- ♦ S. 70th & A Street, Lincolnshire Office Park
- ♦ S. 84th and Van Dorn, Firethorn Office Park (Lincoln Benefit Life)
- ♦ S. 84th & O Street, State Farm Regional HQ
- ♦ S. 14th & Pine Lake Road, Horizon Business Center (incl. industrial)
- ♦ N. 27th and Interstate 80, Stonebridge Creek (incl. industrial)



- ◆ S. 40th ½ mile south of Rokeby Rd on east side,
- ◆ N. 98th & “O” Street , Waterford Estates (incl. industrial)
- ◆ Highway 34 and N. 1st Street, Fallbrook
- ◆ S. 40th & Old Cheney Road, Williamsburg Village
- ◆ N. W. 1st & Highlands Blvd., University of Nebraska Technology Park
- ◆ 84th and Adams, southeast corner
- ◆ S. 70th and Yankee Hill Road, Village Gardens South

## **HIGHWAY ORIENTED COMMERCIAL AREAS (H)**

### ***Center Size***

These commercial areas will range in size considerably depending on market potential and land availability.

### ***Description***

These centers are primarily oriented to the highway traveler and highway oriented distribution, warehouse and light manufacturing companies. They may include a variety of retail and service uses, including big box retail stores that have a regional draw or serve “community” center needs, restaurants, motel/hotels, gas stations, truck stops.

Since they are along entryways into the community, they should have landscaping and design standards. The highway oriented commercial areas identified in the Plan are not surrounded by large residential areas, so they are not typical locations for large discount and grocery stores or other types of anchors which serve local markets. However, these stores may be able to attract additional support from the population in rural areas and smaller towns in the region, along with the possibility of large specialty or destination stores such as sporting goods and furniture stores, which have the ability to attract consumers from one hundred miles and beyond.

### ***Locations***

Centers are existing, underway or planned in the vicinity of the :

- ◆ West O Street Corridor
- ◆ North 56th & I-80
- ◆ South Beltway and S. 27th Street

## **COMMERCE CENTER STRATEGIES**

Commerce Centers should generally contain a mix of land uses, including residential uses. Higher density residential uses should be included in and/or adjacent to all commercial centers. Single use centers are discouraged – for example, office parks should include a supporting retail component, while shopping centers should include an applicable amount of office uses.

Developing smaller stores next to larger anchor stores in centers is important to encourage small businesses and to provide a variety of goods and services for customers within the centers.

Commerce Centers shall be designed and constructed to meet the intent of the environmental resources section of this plan. These centers shall in themselves include green space and enhance green space separation, where possible, among communities and mixed-use areas.

Commerce Centers should be developed as integrated centers – “four corner commercial development” should be discouraged. Centers should be appropriately dispersed throughout the community to support convenience of access and to lessen impacts on infrastructure.

Streets and public spaces should be designed within each center to enhance pedestrian activity and support multiple modes

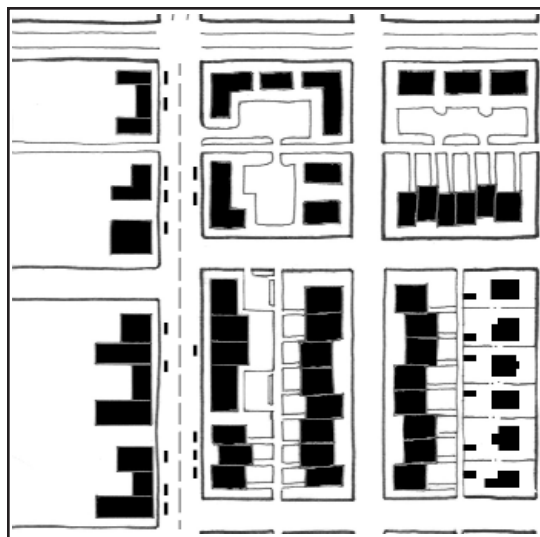
of transportation. Commerce Centers should have convenient access to the major roadway system and be supported by roads with adequate capacity.

Physical linkages (i.e., sidewalks, trails, roads) should be utilized to directly connect Commerce Centers with adjacent development, although undesirable traffic impacts on adjacent residential areas should be avoided or minimized.

Commercial locations should be easily accessible by all modes of transportation including pedestrian, bicycle, transit and automobiles. Centers should be especially accessible to pedestrians and bicycles with multiple safe and convenient access points.

Buildings and land uses at the edge of the center should be compatible with adjacent residential uses. Examples of compatible land uses include offices or child care centers. Buildings should be compatible in terms of height, building materials and setback. Small compatible commercial buildings at the edge could include retail or service uses. Buildings with more intrusive uses should have greater setbacks, screening requirements and be built of more compatible materials.

The most intensive commercial uses, such as restaurants, car washes, grocery stores, gasoline/ convenience stores and drive thru facilities should be located nearer to the major street or roadway and furthest from the residential area. Citizens of the community have become increasingly concerned about “light pollution” and its affects upon neighborhoods and the environment. Lighting, dumpsters, loading docks and other service areas should be shielded from the residential area.



Adjacent residential neighborhoods should have two or more vehicle access points to the center. In general, the major access points to the commercial center should not bring outside traffic through the residential area.

Centers should contain a mix of residential, office, service and retail uses. In addition, other “residential” uses such as multi-family, single family attached, child care centers, and recreational facilities should be integrated within the development. Single use projects, such as office parks, are to be discouraged. Where properly sited, light manufacturing uses may be a part of larger commerce centers, except for neighborhood centers. Centers should create a pedestrian oriented environment in the physical arrangement of their buildings and parking.

Development of design standards for commercial centers should be reviewed.

## STRATEGIES FOR EXISTING COMMERCIAL CENTER

Maintain and encourage retail establishments and businesses that are convenient to, and serve, neighborhood residents, yet are compatible with, but not intrusive upon residential neighborhoods.

Expansion of existing commercial and industrial uses should not encroach on existing neighborhoods and must be screened from residential areas.

The priority in older areas should be on retaining areas for residential development. Prior to approving the removal of housing in order to provide for additional parking to support existing centers, alternatives such as shared parking, additional on-street parking or the removal of older commercial stores should be explored.

Encourage mixed-use commercial centers, including residential uses on upper floors and at the rear of commercial buildings.

Encourage efforts to find new uses for abandoned, under utilized or “brownfield” sites that are contaminated. Brownfield sites should be redeveloped and the environmental hazards associated with them mitigated.

Develop and maintain an ongoing citywide floor area and land-use space survey and analysis for office, service and retail commercial uses. The survey and analysis should be used to monitor growth and measure vacancy rates and to provide baseline information for decision making.

Maintain and encourage ethnic commercial establishments that are convenient to existing neighborhoods.

## INCENTIVE CRITERIA

These criteria will serve as a guide to future actions until they are formalized and included in the zoning ordinance (for use with Community and Neighborhood Centers):

- ◆ The center shall be located in a neighborhood with greater residential density than is typical for a suburban area, and the center itself contains higher density residential uses (density above fifteen dwelling units per acre) integrated within the development. This criteria is mandatory for any center proposing to utilize the incentive.
- ◆ Provide a significant mix of uses, including office, service, retail, residential and open space — far more than typical single use centers. Multi-story buildings are encouraged, including residential above stores.
- ◆ Integrate some light industrial or manufacturing uses within the center (does not apply to neighborhood centers).
- ◆ Provide public amenities such as recreational facilities, significant open space, plazas, public squares and other types of public facilities or meeting areas.
- ◆ Are supported by a street network with significant traffic capacity in the future, rather than on streets that already have significant commercial development.
- ◆ Provide for even greater pedestrian orientation in their layout, physical arrangement of buildings and parking — buildings shall be oriented to pedestrians. Utilize “Floor Area Incentive Pedestrian Standards” from the Lincoln design standards.
- ◆ Provide a “town center” orientation to the overall center plan. This emphasis is to create a quality shopping environment, by having design elements such as a “main street” environment with a row of parking on both sides, slower traffic speeds, most of the parking at the rear with buildings, sidewalks, benches and other amenities oriented to customers walking from store to store.
- ◆ Plan traffic and pedestrian circulation and utilities layout to permit a future intensification of the center, if parking needs and requirements are reduced and traffic capacity allows for additional space in the center in the long term.
- ◆ Locate 1/4 to 1/2 mile from major intersections in order to facilitate traffic movements.
- ◆ Provide for transit opportunities in the center design.

These criteria should be further detailed and incorporated into the zoning ordinance.

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